Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 09699 061801Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----------073141 070054Z /65
R 061535Z JUL 77
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
INFO SECSTATE WASHDC 9494

UNCLAS MOSCOW 9699

FOR BEWT/TDAD (PIGGOT)

E.O. 11652: N/A
TAGS: BTIO, UR
SUBJECT: SOVIET INTEREST IN U.S. TECHNOLOGY FOR TOY MANU-
FACTURING

1. MINISTRY OF LIGHT INDUSTRY'S MAIN ADMINISTRATION FOR TOY PRODUCTION HAS APPROACHED USCO TO ASK FOR ASSISTANCE IN DEVELOPING CONTACTS WITH AMERICAN TOY MANUFACTURERS. CHIEF OF DEPARTMENT FOR DEVELOPMENT OF TOY PRODUCTION, V.V. VOLIDIN, INFORMED USCO THAT MINISTRY READY TO CONSIDER PURCHASE OF TECHNOLOGY FOR TOY PRODUCTION, PROPOSALS TO MANUFACTURE TOYS UNDER LICENSE, JOINT PRODUCTION ARRANGEMENTS ON A COMPENSATION BASIS, AND THE PURCHASE OF SPECIAL PLASTICS AND OTHER MATERIALS AS WELL AS MACHINERY FOR MANUFACTURE OF TOYS. OTHER POSSIBLE AREAS OF INTEREST MENTIONED WERE TECHNOLOGY AND EQUIPMENT FOR TOY PACKAGING. MINISTRY IS NOT INTERESTED IN OUTRIGHT PURCHASES OF FINISHED TOYS. IN ADDITION, MINISTRY OFFICIAL NOTED THAT ANY PROPOSAL COMPENSATION ARRANGEMENTS WOULD HAVE TO GENERATE MINIMUM OF $1 MILLION IN SOVIET EXPORTS DURING ACCORD'S LIFETIME.

2. ACCORDING TO MINISTRY, SOVIET TOY PRODUCTION, WHICH NOW AT LEVE OF 1 BILLION RUBLES A YEAR ($1.34 BILLION), IS SLATED TO INCREASE ANNUALLY BY 8 PERCENT UNTIL 1985. AT
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MOSCOW 09699 061801Z

PRESENT 120,000 WORKERS ARE EMPLOYED BY TOY INDUSTRY IN 900 MANUFACTURING ENTERPRISES THROUGHOUT USSR WITH 45 LARGEST ENTERPRISES ACCOUNTING FOR MORE THAN 40 PERCENT OF TOTAL PRODUCTION.

3. USCO BELIEVES THAT ABOVE OFFERS INTERESTING TRADE OPPORTUNITY FOR AMERICAN MANUFACTURERS OF SOPHISTICATED

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

TOYS. MINISTRY OFFICIALS STATED THAT THEY HAVE HAD VERY LITTLE CONTACT WITH AMERICAN FIRMS SINCE 1972 AND ARE EAGER TO DEVELOP SUCH CONTACTS AT THIS TIME. IT IS OUR GENERAL OBSERVATION THAT IN CONSUMER GOODS AREA TOYS ENJOY RELATIVELY HIGH PRIORITY. ALTHOUGH QUALITY AND VARIETY OF TOYS AVAILABLE IN RETAIL OUTLETS PALES IN COMPARISON WITH WESTERN NORMS, BY SOVIET STANDARDS LOCAL TOY STORES ARE WELL STOCKED, IN CONTRAST TO OTHER RETAIL OUTLETS. MINISTRY'S COMMENTS CLEAR INDICATION TO US SIGNIFICANT RESOURCES ARE BEING MADE AVAILABLE FOR FURTHER IMPROVEMENT. SOVIETS NOT LONG AGO SIGNED COMPENSATION AGREEMENT WITH MARX OF UK WORTH ABOUT $5 MILLION.

4. ACTION REQUESTED: USDOC REQUESTED TO BRING THIS PROPOSAL TO ATTENTION OF MAJOR U.S. TOY MANUFACTURERS AND MANUFACTURERS' ASSOCIATIONS. INTERESTED FIRMS SHOULD FORWARD FOUR OR FIVE COPIES OF PRODUCT LITERATURE TOGETHER WITH STATEMENT OF GENERAL AREAS OF INTEREST TO D. B. KURSCH, AMERICAN EMBASSY MOSCOW, A.P.O. N.Y., (P.A.L.) 09862. USCO WILL THEN FORWARD LITERATURE AND PROPOSALS TO MINISTRY UPON RECEIPT. WOULD APPRECIATE RECEIVING USDOC'S GENERAL APPRAISAL OF U.S. FIRMS' REACTION TO SOVIET PROPOSAL.
TOON

UNCLASSIFIED

NNN

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 06-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MOSCOW09699
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770240-0436
Format: TEL
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770788/aaaacyim.tel
Line Count: 85
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 207d3570-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 01-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1952555
Secure: OPEN
Status: NATIVE
Subject: SOVIET INTEREST IN U.S. TECHNOLOGY FOR TOY MANU- FACTURING
TAGS: BTIO, UR
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/207d3570-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009